



City of Biggs

Agenda Item Staff Report for the Regular City Council Meeting: September 19, 2011 6:00PM

DATE: August 23, 2011
TO: Honorable Mayor and Members of the City Council
FROM: Pete Carr, City Administrator/Finance
SUBJECT: City Motto Selection Process (Discussion/Action)

Council to discuss and consider a process for changing or reaffirming the motto for the City of Biggs.

Background

August 15th the Council directed the city administrator to propose a process for determining a new motto for the city, or for re-affirming one or both of the mottos we have, and used the following as its background report:

The City has for many years presented itself publicly with the statement, "Where the people own the water and the power." This motto or slogan appears on city letterhead, the City seal, and outdoor signage. The entrance sign also identifies Biggs as "The Heart of Rice Country."

BCAV (Biggs Community Action Volunteers) is suggesting consideration of a new motto for the city, instead of or in addition to the other statements mentioned above. The group considers "The small town with a Biggs heart" to be catchy, welcoming and unique to this community. It is admittedly parallel to Gridley's "The small town that loves company."

The City Council is asked to consider the appropriateness, relevance, marketing appeal and preference for the City's identifying statement or statements, then advise staff and BCAV accordingly. BCAV is considering adding a City identity statement to streetscape fixtures such as benches as well as possible future light post banners.

Council may want to consider that mottos are often used to express a vision for the community, a sense of uniqueness, and/or a guiding principle.

Attachments included a photo of Welcome to Biggs sign and City Seal, and sample mottos from other cities

Staff proposal:

1. Utilize bi-monthly city newsletters October 30 and December 30 to announce a contest to suggest the best motto for Biggs. Reinforce with city website, Facebook, etc.

2. Prize could be a ride in the fire truck at Hometown parade, or dinner for two at the Buckshot Grill, maybe even a key to the city...?
3. Objective is to suggest the motto by February 13 that the city council selects on March 19 as the new official motto of Biggs.
4. Accept entries by any written mode: email, hand written, texted, etc.
5. Enter as many times as you'd like. Open to Biggs residents and their family and friends.
6. Rules will clearly indicate the two current mottos and allow that one of them may be retained.
7. A subcommittee of the city council will review all entries and pre-select viable candidate entries for the council to consider without identifying the name of the person who submitted the motto.
8. If more than one person suggests the winning motto, random drawing March 21 will determine the winner.
9. City letterhead, website and signage will be updated accordingly.
10. The city will have all rights of ownership to the motto, if it is unique to Biggs.

Recommendation

Determine process and direct staff accordingly.

Fiscal Impact:

None except undetermined minor letterhead, seal and signage update costs if a change in motto is decided.